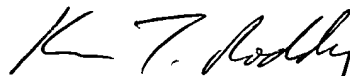


Conclusion

The foregoing demonstrates that claims 1-118 are allowable. This application is therefore in condition for allowance. Reconsideration and allowance of the application are respectfully requested.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "K. T. Roddy", is written over a horizontal line.

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## APPENDIX TO REPLY TO OCTOBER 3, 2002 OFFICE ACTION

This appendix presents the amendments that have been made in bracket-and-underline format.

In the Specification

The paragraph starting on line 7 of page 27 has been amended as follows:

As shown in FIG. 15, a suitable data collection filter 216 may involve the use of a filter 218 that is based on specific advertisements or actions to be collected. This arrangement allows information for only a particular advertisement or set of advertisements to be collected by the system. It also allows information for only a particular action (e.g., the purchasing of a product or ordering of a pay-per-view program) to be collected by the system. Data collection filter 216 may in addition or alternatively be based on a filter 220 that is based on user demographic information. This arrangement allows information to be collected for only certain demographic attributes, such as users with a certain income level, etc. The demographic attributes on which the operation of filter

220 is based may be automatically calculated by the program guide. A program guide with the capacity for handling advertisements based on automatic demographics information is described in Knee et al. U.S. patent application Serial No. [\_\_\_\_\_] (Attorney Docket No. UV-58)]09/139,777, filed concurrently herewith, which is hereby incorporated by reference herein in its entirety.

In the Claims:

Claims 6 and 40 have been cancelled.

Claims 1 and 35 have been amended as follows:

1. (Amended) A system in which advertisements are displayed for users by an interactive television program guide implemented on user television equipment, comprising:

means for displaying the advertisements on the user television equipment with the interactive television program guide; and

means for collecting information on the usage of the advertisements in the interactive television program guide by collecting information on the number of times each advertisement is displayed.

35. (Amended) A method for monitoring advertisement usage in a system in which advertisements are displayed for users by an interactive television program guide implemented on user television equipment, comprising the steps of:

displaying the advertisements on the user television equipment with the interactive television program guide; and

collecting information on the usage of the advertisements in the interactive television program guide by collecting information on the number of times each advertisement is displayed.